

11 JUL 1984

MEMORANDUM FOR: Chief, New Building Project Office, OL

FROM:

New Building Project Office, OL

SUBJECT: Establishment of a Government Printing Office Bookstore in
the New Headquarters BuildingREFERENCE: Memo for D/OIS fm OIS/RCD, dtd 11 Jun 84,
Same Subject

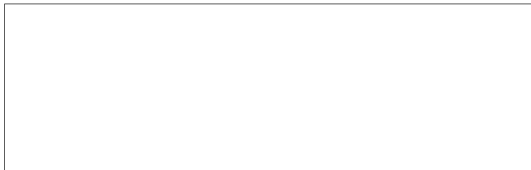
1. This memorandum is in response to your request to determine the feasibility of establishing a Government Printing Office (GPO) bookstore in the New Headquarters Building.

2. The referent memorandum strongly urges and justifies the establishment of a GPO bookstore, and because little doubt exists concerning the attractiveness and convenience that such a facility would represent, no attempt was made to qualify or quantify its benefits.

3. Assuming a bookstore to be a good idea, I called the GPO Assistant Public Printer for Documents and spoke to his assistant, Mr. Earl G. Clement, about setting up a bookstore in the new building. Mr. Clement recognized the advantages to our employees that a bookstore would make possible, but he went on to explain why he thought it would be unwise to establish a store at Headquarters. His first point had to do with the disproportionately high number of GPO bookstores already located in the Washington, D.C. area. Five of the 25 bookstores nationwide are in Washington. There are stores at GPO, the Pentagon, Department of Commerce, Department of Health and Human Services, and the Farragut West Building. He went on to say that the GPO book sales program is primarily a mail order operation and that it costs GPO 14 percent more to conduct sales via the stores than it does through the mail. This has the effect of making several of the stores significant money losers in an environment which is supposed to be self-supporting. Mr. Clement finished by saying that because of the high costs associated with selling books through the stores, GPO management has taken the position that no more stores should be opened and that those stores losing money or offering a small customer base should be closed at the earliest opportunity. The relatively recent closing of the stores at the State Department and the United States Information Agency is indicative of this position.

4. It is evident from all of this that now is not the time to plan the establishment of a GPO bookstore for the new building. And because of the limited customer base that CIA represents compared to Commerce, the Pentagon, etc., it is unlikely that the Agency would ever be an attractive bookstore location from a business point of view.

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